

FILTERED SHOPPING CART

ABSTRACT

5 A system to receive an instruction to associate an item with an electronic shopping cart, and, in response to the instruction, to determine that the item is not allowed to be associated with the electronic shopping cart. In other aspects, an instruction is issued to associate an item with an electronic shopping cart, and, in response to the instruction, an indication is received that the item is not allowed to be associated with the electronic shopping cart. By virtue of each of these aspects,
10 embodiments of the invention provide efficient control over consumer purchases without completely preventing a consumer from purchasing items from an online store.

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